

FIG. 1

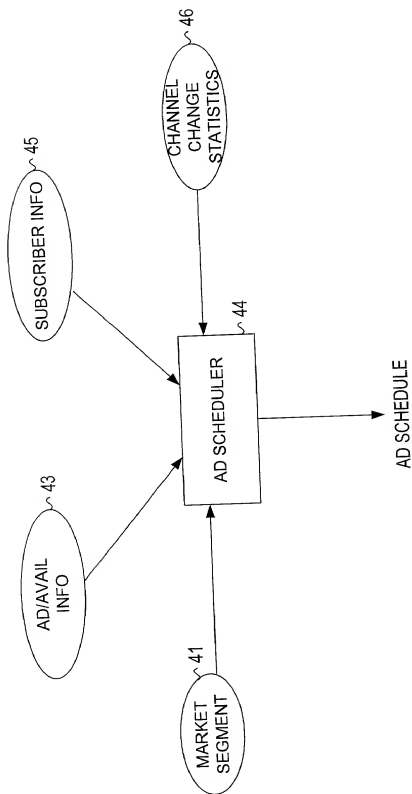


FIG. 2

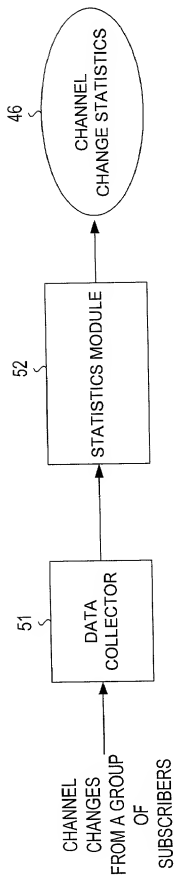


FIG. 3

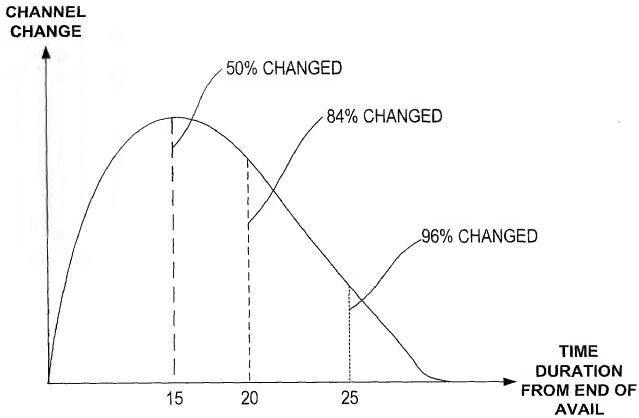


FIG. 4A

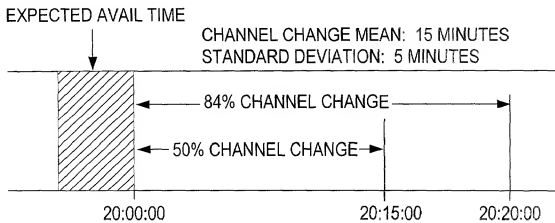


FIG. 4B

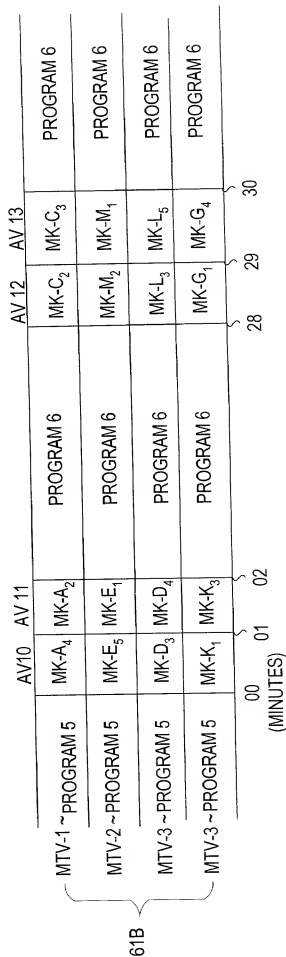
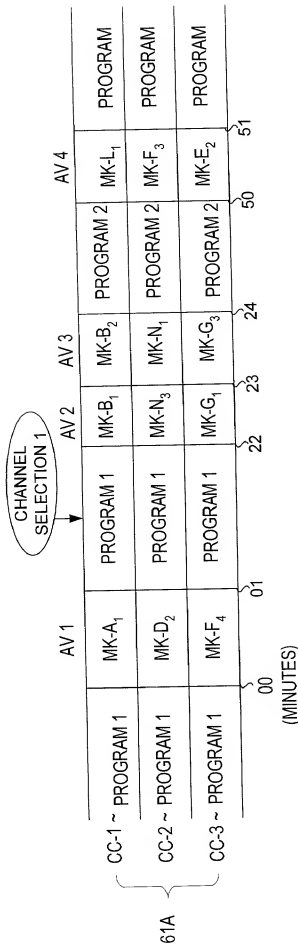


FIG. 5

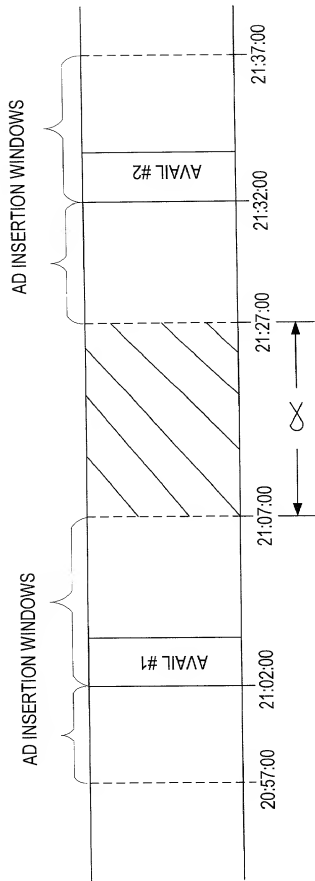


FIG. 6

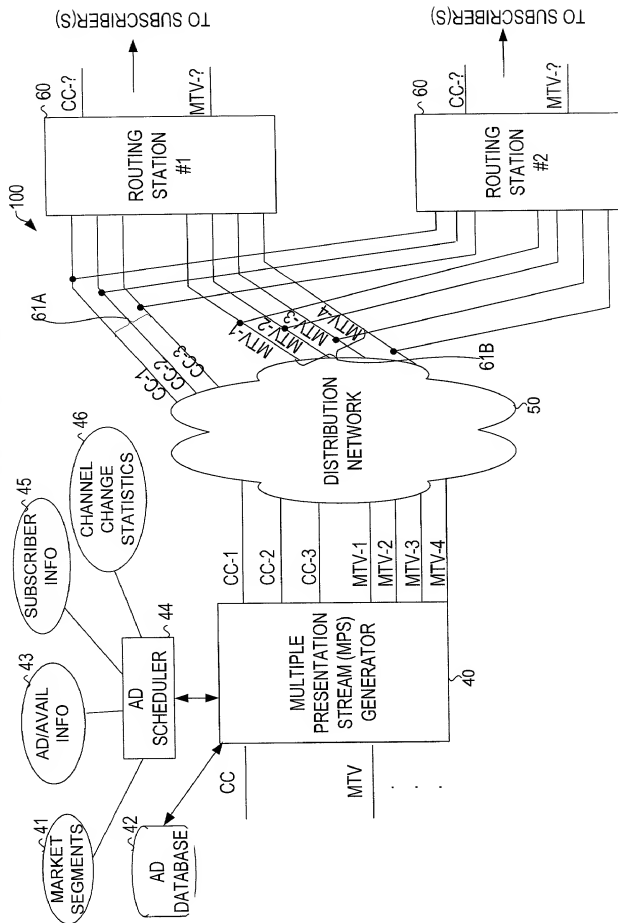


FIG. 7

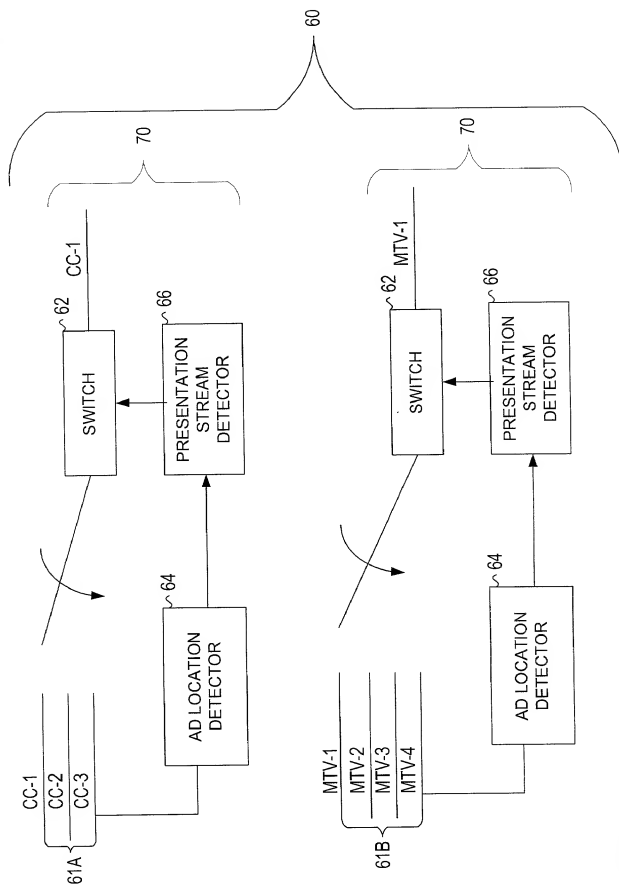


FIG. 8

NETWORK	UPCI	AVAIL TIME RANGE	AD	SEGMENT	BPID
MTV	05	20:01:00-20:18:00	JOE'S BAR AND GRILL 1	COLLEGE OR WEALTHY	178
MTV	05	20:01:00-20:18:00	KIM'S COSMETICS 1	WOMEN	185
MTV	05	20:01:00-20:18:00	JOE'S BAR AND GRILL 3	ELDERLY	100
MTV	05	20:18:00-20:44:00	JOE'S BAR AND GRILL 2	BLUE COLLAR	145
MTV	05	20:18:00-20:44:00	MOE'S TAVERN 2	YOUNG PEOPLE	122
MTV	05	20:18:00-20:44:00	BILL'S AUTO 1	WEALTHY AND ELDERLY	197

E1

E2

E3

FIG. 9